

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2015/2016

BGM3854 – GLOBAL MANAGEMENT
(Distance Education)

3 MARCH 2016
2.30 p.m – 4.30 p.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of 2 pages (*excluding* this cover page).
2. Choose any **FIVE (5)** out of **SEVEN (7)** questions.
3. Marks distribution for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Choose any FIVE (5) out of SEVEN (7) questions. The marks are indicated at the end of each question.

QUESTION 1

From your point of view, explain the benefits a company might obtain from a globalization of markets.

(10 marks)

QUESTION 2

Explain the concept of ethnocentricity and cultural literacy. Why it is important to avoid ethnocentricity and gain cultural literacy?

(10 marks)

QUESTION 3

Why it is important for the global business leaders to understand corporate responsibility? Describe **FOUR (4)** corporate responsibility issues and explain how these issues can impact a company's international relations.

(10 marks)

QUESTION 4

From your understanding in global management, how does economic development influence the international business?

(10 marks)

QUESTION 5

Define global adaption strategy. Explain **FOUR (4)** adaptation strategies to reduce the impact of risks in global business.

(10 marks)

Continued...

QUESTION 6

Elaborate the main reasons why the government intervene the global trade.

(10 marks)

QUESTION 7

Describe **FIVE (5)** management issues involved in foreign direct investment decisions.

(10 marks)

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